

**DATE:** February 2, 2010  
**TO:** City Council  
**FROM:** Development Services Director  
**SUBJECT:** Proclamation Supporting Census 2010

### **RECOMMENDATION**

That Council reads and comments on this report and adopts the attached proclamation (Attachment I). The proclamation supports the efforts of the U.S. Census Bureau and commits the City to helping to ensure that a complete and accurate population count is made for Hayward.

### **DISCUSSION AND STAFF ANALYSIS**

*Overview* – The U.S. Constitution requires a national census once every ten years. Census Day is April 1, 2010. Census questionnaires will be mailed to households on March 15, 2010. Those households that do not respond promptly will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

With only ten questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just ten minutes to complete. In 2000, the Census Bureau sent both short and long form versions of the questionnaire. The long form, which contained over 100 questions, was sent to approximately 16 percent of households. The American Community Survey (ACS), which has replaced the long form, is an ongoing statistical survey, is sent to approximately 250,000 addresses monthly, and provides more current information than was obtained by the long form in previous censuses.

The ten questions for the 2010 Census include the number of people in a household, phone number, the name of each member of a household, age, and race. The complete questionnaire is available on the Census website: <http://2010.census.gov/2010census/how/interactive-form.php>. The first page of the questionnaire, including the ten questions, is Attachment II to this report. By law, the Census Bureau cannot share an individual's Census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

*Preparation for 2010 Census* – In the Fall of 2007, staff began working with the Census Bureau by providing updated maps with current City boundaries and new streets. In 2008, staff participated in the Bureau's Local Update of Census Addresses (LUCA) program. Since early 2009, staff has participated in the Alameda County Complete Count Committee, which was established by

Alameda County Supervisor Keith Carson's office. The Committee has served to facilitate the sharing of information from Census Bureau representatives and the staffs of cities throughout Alameda County. Hayward has participated in the Census Bureau's Partnership Support Program, which provides grants of approximately \$3,000 to spend on promotional materials. Hayward used the funds to purchase and distribute 5,000 coasters made from recycled tires printed with the Census logo and the phrase "It's Safe, It's Easy, It's Important". The Committee worked together to pool grant funds and purchase reusable shopping bags printed with Census information. Staff has given the bags to local food banks for distribution. A total of 800 bags were given to the food pantries at the Family Resource Center and Westminster Hills Presbyterian Church. Another 100 bags were distributed at community events by the Hayward-Tri-City Alumnae Chapter of the Delta Sigma Theta Sorority, which is a public service sorority that covers Hayward, Union City, and Fremont.

The California Complete Count Committee is providing funding to Alameda County and the other the top twelve hard-to-count (HTC) counties in the state for Census outreach activities. HTC refers to people and communities that have been shown to be most at risk of being missed in the Census. The Census Bureau identifies hard to count communities according to twelve different factors, including but not limited to housing status, poverty, population mobility, language spoken at home, and response rates from the previous Census. Portions of Hayward's population are considered to be HTC and are not identified geographically, but by the twelve factors. In 2000, response rates for Census Tracts in Hayward ranged from 60 percent to 83 percent and averaged 72 percent. For comparison, the California city with the highest average response rate was Piedmont with 86 percent. Response rates for nearby cities include Pleasanton at 79 percent, Fremont and Union City were both 77 percent, and San Leandro had 76 percent. Based on the resources available to promote the Census this year, staff estimates a realistic goal for Hayward's response rate for the 2010 Census may be approximately 75 percent.

Alameda County will receive \$50,000 from the California Complete Count Committee. The Alameda County CCC has submitted a proposal for spending the grant funds and is currently awaiting approval. The proposal includes advertising in newspapers, on billboards and bus shelters, translation services, and temporary workers to do door to door canvassing.

Staff will make a presentation about the Census at the February 4 meeting of the South Hayward Neighborhood Collaborative. Also, a meeting for community leaders will be held at City Hall in late February. Staff plans to invite members of local community groups, faith-based organizations, and non-profits to educate people about the Census and solicit their help with spreading the message to their memberships.

Finally, City Hall will host a Questionnaire Assistance Center (QAC) in a conference room near the City's Permit Center, which will be staffed by a Census employee 15 hours per week from March 19 through April 19 to assist the public with completing the questionnaire.

## **ECONOMIC IMPACT**

Every year, the federal government allocates more than \$400 billion to states and communities based, in part, on census data. Census data are used to determine locations for retail stores, schools, hospitals, new housing developments, and other community facilities. Census data determine

boundaries for state and local legislative and congressional districts. The Census will show state population counts and determine representation in the U.S. House of Representatives.

Census data are used to determine the need for additional social services, block grants, and other grant programs essential to many communities. Census data inform a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas. It is in the interest of the City to ensure that a complete and accurate count occurs to maximize the funding secured for services benefiting the Hayward community.

### **FISCAL IMPACT**

Adoption of the Proclamation will have no impact on the City's General Fund. From 2008 through April 1, 2010, Planning Division staff will have spent approximately 180 hours preparing for the 2010 Census. In addition, the Technology Services Department's GIS Coordinator, Michael Loconte, has spent approximately 50 hours updating Census maps and address lists. Participation in the Census effort is consistent with the City Council's proposed policy priorities for CY2010.

### **PUBLIC CONTACT**

No public contact regarding the proclamation has been made.

### **NEXT STEPS**

Census questionnaires will be mailed on March 15, 2010. The Questionnaire Assistance Center will be open in City Hall from March 19 through April 19, 2010. During the months of May through July, Census takers visit households that did not return a questionnaire by mail. Results of the 2010 Census will be available in early 2011.

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*Recommended by:* David Rizk, AICP, Development Services Director

Approved by:



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Gregory T. Jones, City Manager

Attachments:

Attachment I	Proclamation Supporting Census 2010
Attachment II	Census 2010 Questionnaire (first page only)